

Robert F. Roberts III

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EDUCATION

University of North Carolina at Chapel Hill, 2003-2005

Master of Arts in Journalism and Mass Communication: Focus in Multimedia Journalism

University of Utah, Salt Lake City, UT, 1992-1995

Bachelor of Arts in English, Bachelor of Arts in Political Science

PROFESSIONAL EXPERIENCE

Writer / Editor, Rock Creek Strategic Marketing, Sept. 2009-present

- Provided on-site editorial and technical support for high-profile government client.
- Developed and edited web content in coordination with client's new media team using HTML and CSS. Created and managed new media content inside a Drupal environment.
- Worked with new media team to develop tools that encouraged citizen participation and feedback in the governing process.
- Trained staff to create and edit content inside Drupal CMS.
- Created site analytics reports and coordinated with client team on traffic-building and social media strategies.

Adjunct Faculty, American University, Washington, DC, Jan 2009-present

- Instructor for undergraduate and graduate level courses in video production and backpack journalism. Taught students principles of video, camera operation, editing in Final Cut Pro and storytelling skills.
- Led preliminary instruction in video for incoming master's students as part of pre-program Multimedia Bootcamp.

Senior Video Editor, USA TODAY, McLean, VA, July 2008-Sept. 2009

- Served as lead editor for reporter, photographer and freelance video content for the nation's largest newspaper. Supervised staff of three video editors.
- Produced, shot and edited video content in the newsroom and in the field. Produced and developed live video streaming content for usatoday.com
- Trained reporters and editors in video field production, camera operation and basic editing.
- Implemented and developed promotional and social networking strategies for content. Maintained and moderated USA TODAY YouTube presence and daily promotion of product.

Multimedia Producer, News & Observer, Raleigh, NC, Aug. 2006–July 2008

- Developed video, audio and Flash-based multimedia projects for daily newspaper. Responsible for all phases of production including brainstorming with reporters and editors, content gathering design, production and delivery.
- Served as lead multimedia producer for ACC sports. Developed cross-platform content, provided video coverage of games and produced weekly video podcast.
- Posted and edited breaking news, daily stories and rich media content to the newobserver.com web site. Wrote summaries and edited rough copy to meet AP and company style.

Institute for Science Learning, UNC-Chapel Hill, Chapel Hill, NC, Aug. 2003–Aug. 2006

- Performed video editing and production work for multimedia science learning initiative. Directed, shot, and edited promotional video materials as well as e-learning video modules.

AWARDS & HONORS

Best of Photojournalism, Feature Video, National Press Photographers Association (NPPA), 2008

First Place, NPPA Monthly Multimedia Contest, Jan. 2008

- Multimedia Producer for *Dail: Life Unbarred*

First Place, NPPA Monthly Multimedia Contest, Feb. 2008

- Producer, Video Journalist for *Great Eight 2008*

Winner for Student Journalism, Online News Association, 2005

First Place, Multimedia, Independent, Best of Photojournalism Competition, 2005

Second Place, Multimedia, Independent, Pictures of the Year International, 2005

Gold Medal, Society for News Design, 2005

- Audio/Video Coach and Design Team member for Chiloe Stories (www.chiloestories.org).

Audience Choice Award, Asheville Film Festival, 2005

Official Selection, Northwest Folk Festival, OpenApp Film Festival, Piedmont Film Festival, 2005

Cratis D. Williams prize for outstanding student work, North Carolina Folklore Society 2005

- Co-producer and director of documentary film and companion web site focusing on ballad singing tradition in a western North Carolina county (www.madisoncountyproject.org)

Presenter, AEJMC Southeast Colloquium, Tampa, FL March 2004

- Presented paper “The Transformative Doctrine and Fan Media” to the Law Division of the Association for Education in Journalism and Mass Education.

Institute for Science Learning Fellowship, 2003-2005

- Two-year fellowship with full tuition for outstanding master’s student in multimedia.

Honorary Kentucky Colonel

- Honored for disaster relief efforts following flooding, severe storms, and tornados.

COMPUTER / RESEARCH SKILLS

Office/Research Applications: Microsoft Office, Lexis-Nexis, Westlaw, academic and legal databases

Multimedia Applications: Final Cut Pro suite, Adobe Premiere, Adobe Photoshop, Adobe Lightroom.

Adobe Audition, ProTools, Macromedia Flash, Sorenson Squeeze, Adobe Dreamweaver, Google

Analytics

Programming & Web Skills: Drupal, Wordpress, HTML, CSS, Actionscript some Javascript & PHP

Experienced with: Sony EX-1 and Canon XH-A1 video cameras, Marantz PDM-660 recorders, Canon

and Nikon DSLR still cameras, Lectrosonic and Sennheiser microphones, Lowel light kits